

Message Text

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ORIGIN COME-00

INFO OCT-01 EUR-25 ISO-00 SS-07 EB-11 RSC-01 DRC-01 /046 R

66615

DRAFTED BY COM/BEWT/TPD/562/JMANDATO/LWH

APPROVED BY EB/OCA/REP:RCJORGENSEN

COM/BEWT/TPD/562/DMATHES

COM/BIC/OIM/550/KRAMARIC

COM/BIC/OIM236/B.CAHILL

EB/EWT-SCHAAS

EUR/SOV-HLCOLBERT

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P 101043Z NOV 73

FM SECSTATE WASHDC

TO AMEMBASSY MOSCOW PRIORITY

UNCLAS STATE 222178

FOR HERTZBERG -RUSTAND

E.O. 11652:N/A

TAGS: BEXP,UR

SUBJECT: EXECUTIVE TRADE MISSION

1. FOLLOWING IS TEXT PREVIOUS RELEASE PREPARED AND
RELEASED BY U.S. D.O. C. RUSTAND SHOULD RECEIVE COPIES.

TWELVE TOP EXECUTIVES REPRESENTING NINE MAJOR U.S.
CORPORATIONS WILL VISIT MOSCOW NOVEMBER 12 THROUGH THE 21ST
IN AN EFFORT TO PROMOTE INCREASED TRADE BETWEEN THE UNITED
STATES AND THE SOVIET UNION.

THE TRADE MISSION, WHICH IS THE FIRST CORPORATE EXECUTIVE
LEVEL MISSION OF ITS SORT, WAS CONCEIVED AND ORGANIZED
JOINTLY BY THE DEPARTMENT OF COMMERCE'S BUREAU OF EAST-WEST
TRADE AND THE US EMBASSY IN MOSCOW. HENRY B. TURNER, ASSISTANT
SECRETARY OF COMMERCE FOR ADMINISTRATION, WILL SERVE AS
MISSION DIRECTOR. WARREN RUSTAND, A COMMERCE
DEPARTMENT WHITE HOUSE FELLOW, WILL BE DEPUTY DIRECTOR OF THE
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MISSION. "THIS MISSION REPRESENTS PART OF THE ONGOING DETENTE

IN THE ECONOMIC AREA THAT IS TAKING PLACE BETWEEN THE UNITED STATES AND THE SOVIET UNION," ASSISTANT SECRETARY TURNER SAID. HE ADDED THAT GROUNDWORK FOR THE MISSION WAS DEVELOPED DURING THE CABINET-LEVEL VISIT TO THE SOVIET UNION SEPTEMBER 28-OCTOBER 4 BY SECRETARY OF THE TREASURY GEORGE P. SHULTZ, SECRETARY OF COMMERCE FREDERICK B. DENT, AND UNDER SECRETARY OF STATE FOR ECONOMIC AFFAIRS WILLIAM J. CASEY. TURNER SAID THAT MISSION MEMBERS, AS CHIEF EXECUTIVE OFFICERS OF THEIR RESPECTIVE CORPORATIONS, "WILL BE AFFORDED THE OPPORTUNITY TO MEET WITH HIGH LEVEL SOVIET AUTHORITIES IN THE MINISTRY OF FOREIGN TRADE AND OTHER MINISTRIES OF INTEREST TO THE VARIOUS INDUSTRIES REPRESENTED."

"WE HAVE EVERY INDICATION THAT OFFICIALS OF THE U.S.S.R. ARE VERY RECEPTIVE TO THIS TYPE OF MISSION," HE ADDED. TURNER SAID THAT THE MISSION MEMBERS WILL PAY THEIR OWN EXPENSES FOR THE TRIP. HE NOTED THAT MISSION MEMBERS REPRESENT A BROAD SPECTRUM OF AMERICAN INDUSTRY, INCLUDING RUBBER AND CHEMICALS, TELECOMMUNICATIONS, POLLUTION CONTROL, COMPUTERS, AGRICULTURAL EQUIPMENT, DENTAL AND MEDICAL SERVICES, AIRPORT SAFETY AND CONTROL, PETROLEUM REFINING, AND FOOD PACKAGING.

MISSION MEMBERS ARE: WALTER D. BALDWIN, VICE CHAIRMAN OF THE BOARD, UNIROYAL, INC., NEW YORK CITY, AND DR. MARVIN C. BROOKS, DIRECTOR OF SOVIET TRADE ACTIVITIES FOR UNIROYAL; DR. EUGENE A. SEKULOW, VICE PRESIDENT, RCA INTERNATIONAL, NEW YORK CITY; FRANK P. SEBASTIAN, SENIOR VICE PRESIDENT, ENVIROTECH CORPORATION OF MENLO PARK, CALIFORNIA, AND DONALD A. DAHLSTROM, VICE PRESIDENT AND DIRECTOR, RESEARCH AND DEVELOPMENT FOR ENVIRONTECH; DR. WILLIAM C. MOW, PRESIDENT AND CHAIRMAN OF THE BOARD, MACRODATA CORPORATION OF WOODLAND HILLS, CALIFORNIA;

ALSO, ROBERT A. HANSON, SENIOR VICE PRESIDENT, DEERE AND COMPANY, MOLINE, ILLINOIS; DR. GEORGE STEAD, PRESIDENT, TELEDYNE DENTAL HANAU, TELEDYNE, INC., ELK GROVE VILLAGE, ILLINOIS; R.C. MULLALEY, SENIOR VICE PRESIDENT, COLLINS RADIO COMPANY OF DALLAS, TEXAS, AND GEORGE L. BRAGG, DIRECTOR OF CORPORATE PLANNING FOR COLLINS; H. THOMAS LORNE, UNCLASSIFIED

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SENIOR VICE PRESIDENT-INTERNATIONAL, FLUOR CORPORATION, LOS ANGELES, CALIFORNIA, AND FRANK CONCIDINE, PRESIDENT, NATIONAL CAN COMPANY, CHICAGO, ILLINOIS.

2. SEBASTIAN (ENVIROTECH) REQUESTS FOLLOWING RECEIVE INVITE RECEPTION

VATILY ZURCHIN

DEP. DIR
INSTITUTE OF USA

MICHAEL ZAHNTOU
CH. ECON SEC.
INSTITUTE OF USA

ALSO WOULD LIKE TO DISCUSS AND VISIT LAKE BAIKAL.
RUSH

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 10 NOV 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973STATE222178
Document Source: CORE
Document Unique ID: 00
Drafter: BEWT/TPD/562/JMANDATO/LWH
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t19731142/aaaabemi.tel
Line Count: 124
Locator: TEXT ON-LINE
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: collinp0
Review Comment: n/a
Review Content Flags:
Review Date: 01 FEB 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <01-Feb-2002 by elbezefj>; APPROVED <14 MAR 2002 by collinp0>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: EXECUTIVE TRADE MISSION
TAGS: BEXP, UR
To: MOSCOW
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005